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Candidate Comparison

8/17-9/17 Report

Research by Rosalie Garcia, Christina McDonnell, and Ryan Young

Topics

- Donald Trump
- Joe Biden
- VP Comparison
  - Mike Pence
  - Kamala Harris

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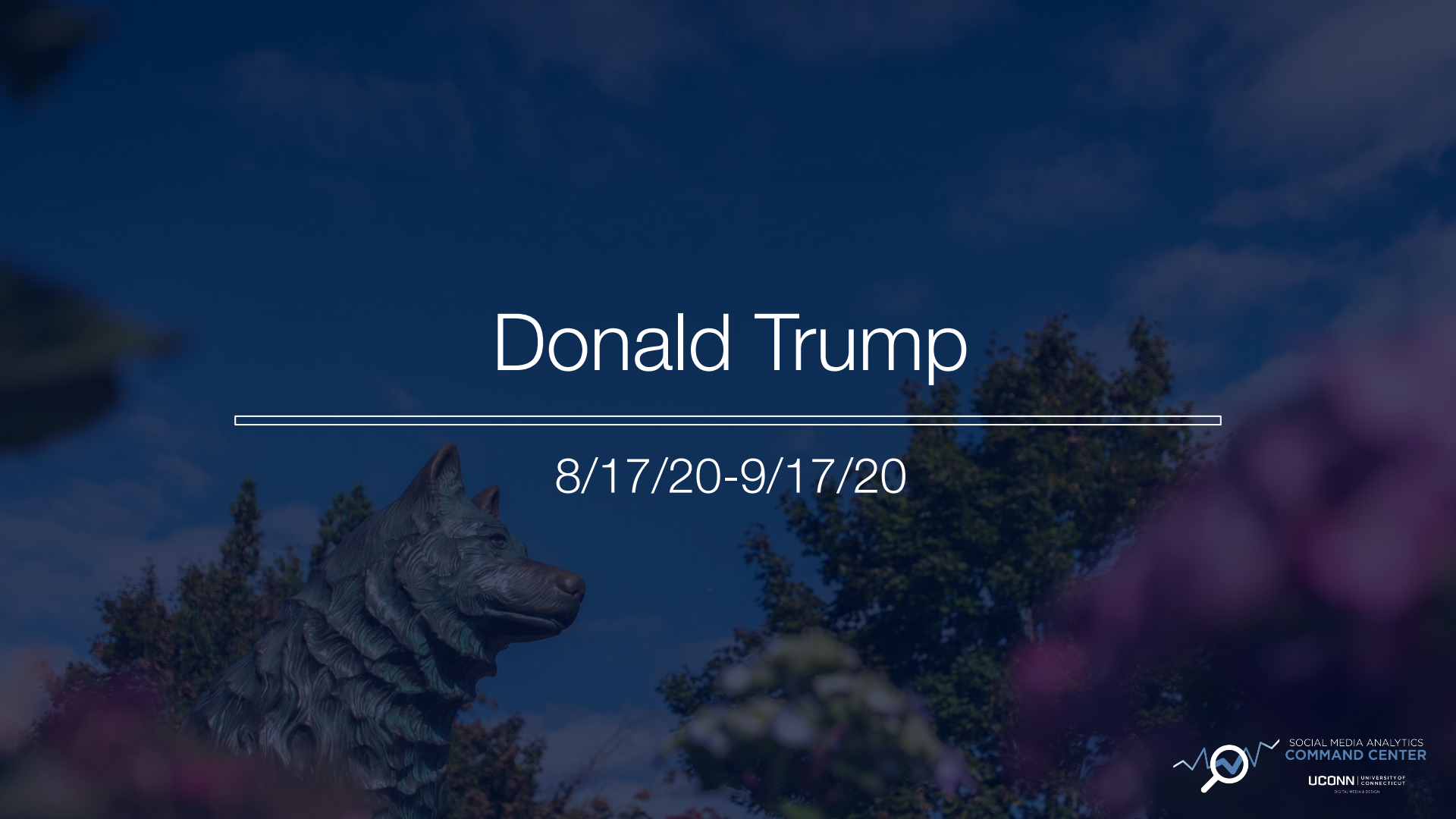
Donald Trump

8/17/20-9/17/20



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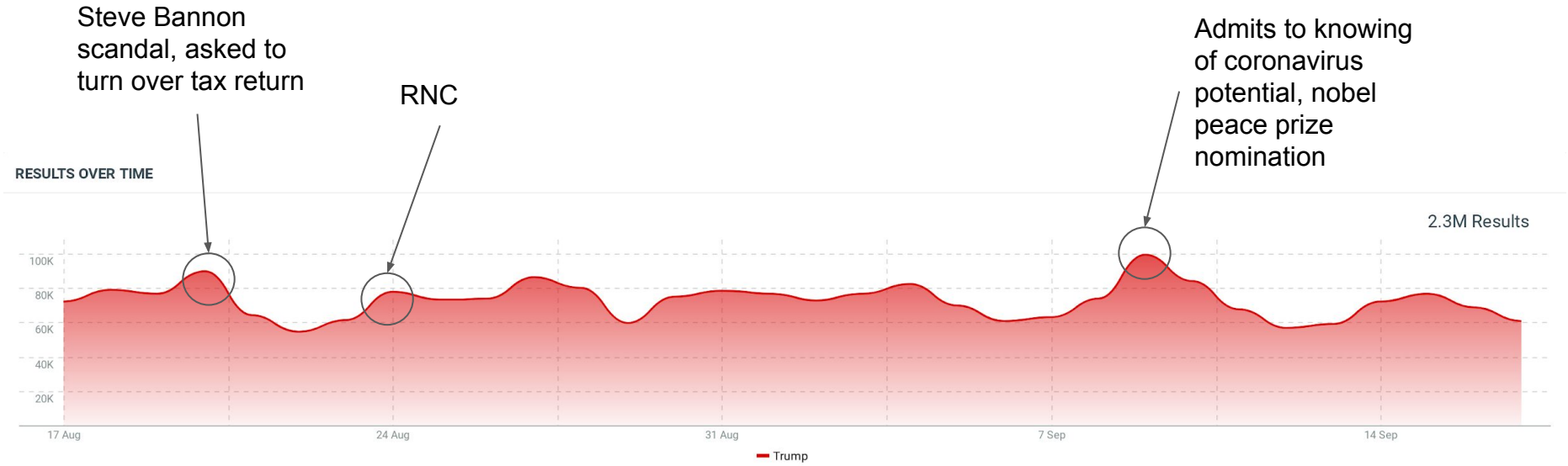
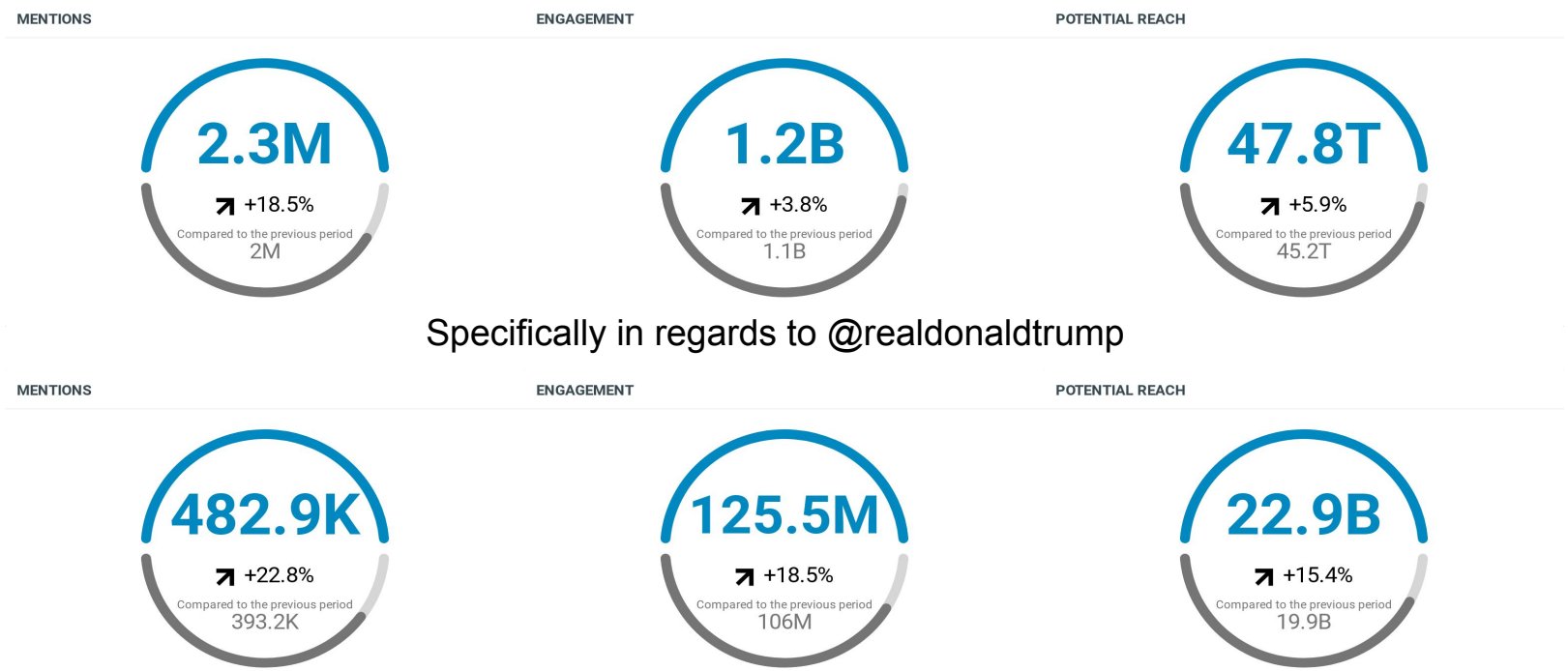
Top Activity



Takeaway: Trump makes headline news very often for many reasons, and dominates the conversation at almost all times, often for multiple things at once.

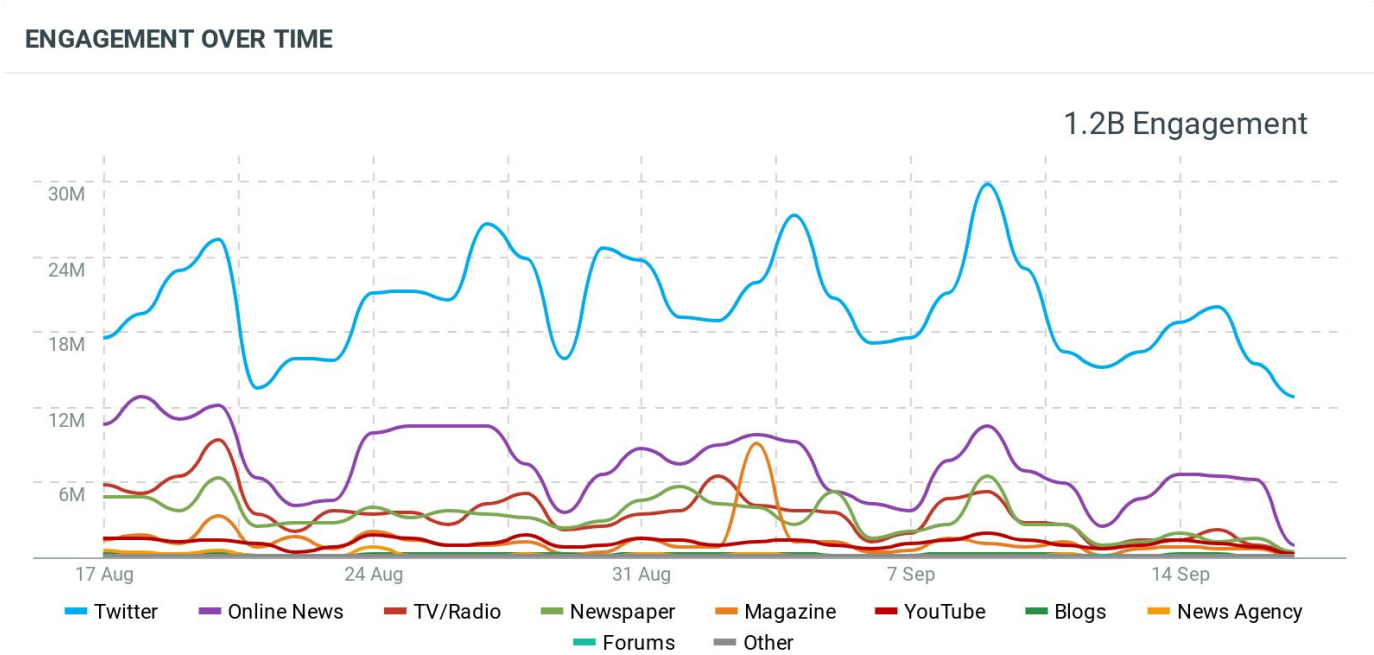
All mentions of Donald Trump



Specifically in regards to @realdonaldtrump

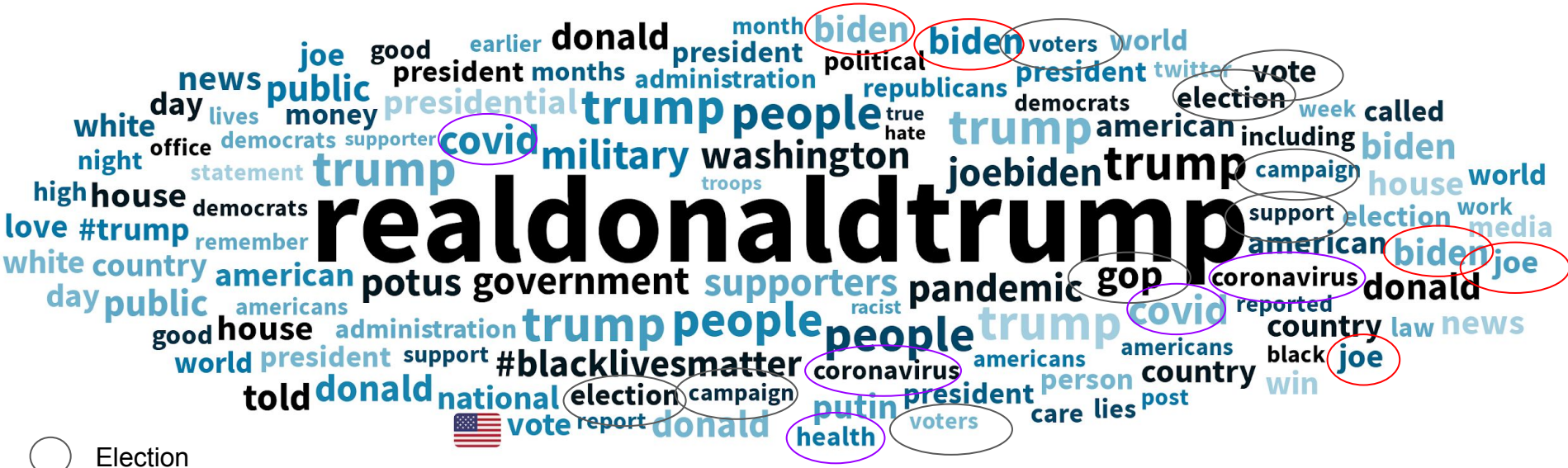
‘Trump’ as a word receives significantly more attention than the Trump twitter handle. People are talking more about him than they’re talking to him.

Media Types



Most of his chat comes from Twitter, but his second most engaged forum is online news writing about him.

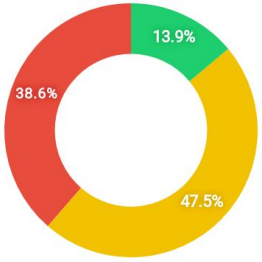
Themes



The biggest themes surrounding trump are around the US election and the coronavirus pandemic, though the election is taking the forefront

Influencers

UNIQUE AUTHORS BY SENTIMENT



- Positive
- Neutral
- Negative

The difference in posts from positive influencers to negative is staggering. Also most positive influencers are random users and not big names in the social media space

TOP INFLUENCERS – POSITIVE

Influencer	Network	Posts	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
Juandiego @jjdpower1970		757 ↗219.4%		2.9M ↗395.1%	3.8K ↗55%	24.5K ↗234.2%	32.3 ↗4.6%
DollyDallin @DollyMariaMadi1		658 ↗183.6%		3.5M ↗642.4%	5.3K ↗161.8%	49K ↗318.9%	74.4 ↗47.7%
Michael J Armstrong ... @LittleMike1977		597 ↗285.2%		9.6M ↗365.1%	16K ↗20.7%	55.1K ↗187.8%	92.3 ↙-25.3%
William Craig Shores @CraigSh8		360 ↗40.6%		2.1M ↗90.8%	5.9K ↗35.7%	141.8K ↗7.9%	393.8 ↙-23.3%
MatthewJshow @MatthewJshow		338 ↗45.1%		12.5M ↗49%	37K ↗2.7%	128.9K ↗6.5%	381.2 ↙-26.6%
Tomthunkit™ @TomthunkitsMind		279 ↗8.1%		20.8M ↗9.9%	74.4K ↗1.6%	2.5K ↙-56.9%	9 ↙-60.1%
AnnaLovesTrump❤️ @AnnaApp91838450		244 ↗41.9%		28.5M ↗47.6%	116.9K ↗4.1%	17.8K ↗21.8%	72.8 ↙-14.1%
Donald J. Trump @realDonaldTrump		228 ↗34.9%		19.6B ↗35.6%	86M ↗0.5%	25.8M ↗26.6%	113.2K ↙-6.1%
Dawn Michael PhD (@SexCounseling)		163 ↗7.9%		15.7M ↗8.4%	96.5K	42.1K ↙-27.9%	258.1 ↙-33.2%
Tom 🏳RD🏳 @uflo5		160 ↗83.9%		2.4M ↗94.8%	14.7K ↗5.9%	14.5K ↗4.7%	90.8 ↙-43.1%

TOP INFLUENCERS – NEGATIVE

Influencer	Network	Posts	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
Tomthunkit™ @TomthunkitsMind		1.6K ↗12.7%		120.5M ↗15%	74.6K ↗2%	23.8K ↗12.5%	14.8
The Hill @thehill		1.6K ↗37.9%		6.2B ↗39.5%	3.9M ↗1.1%	582.6K ↗51.7%	369.9 ↗10%
#TuckFrump @realTuckFrumper		1.4K ↗2.4%		162.8M ↗9.6%	115.1K ↗7%	434.8K ↗3.9%	307.3 ↗1.4%
Palmer Report @PalmerReport		1.3K ↗29.4%		456.8M ↗30.9%	338.8K ↗1.2%	1.2M ↗5%	924 ↙-18.8%
Thomas Kaine @thomaskaine5		1.1K ↗9.9%		159.8M ↗13.4%	151K ↗3.3%	204.6K ↙-4.2%	193.4 ↙-12.8%
Patrick Nova @PatrickNova6		956 ↗39.8%		1.7M ↗135.6%	1.8K ↗68.6%	102.2K ↗27.7%	106.9 ↙-8.6%
Nestor "the boss" Go... @solovochapin		894 ↗7.8%		7.7M ↗18.7%	8.6K ↗10.1%	294K ↙-23.6%	328.9 ↙-29.2%
Raw Story @RawStory		858 ↙-8.3%		186.4M ↙-8%	217.2K	209K ↙-9%	243.6 ↙-0.8%
The Resistor Sister ... @the_resistor		823 ↗84.5%		17.6M ↗104.8%	21.4K ↗11%	298.8K ↗40.9%	363 ↙-23.6%
<RiotWomenn< @riotwomennn		766 ↗45.6%		68.7M ↗47.7%	89.6K ↗1.4%	172.7K ↗96.1%	225.4 ↗34.6%

Joe Biden

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Top Activity

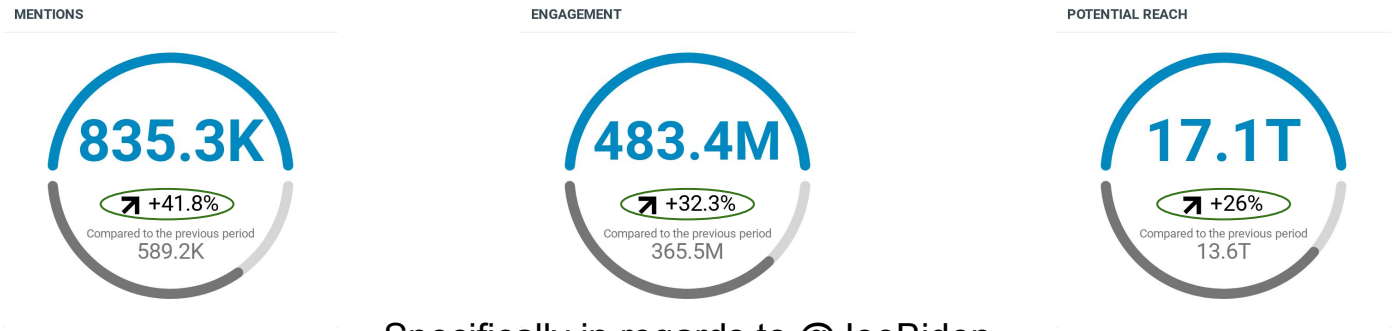
Top Republican National Security Officials Say They Will Vote for Biden. **Engagement = 773.4K**

Article from The Washington Post: “Trump's approval rating with Black voters soars by 60% during RNC: poll.” **Engagement = 962.7K**

Article from Daily Wire: “Up To 9 Additional Nations Could Join Peace Deal With Israel, Including Saudi Arabia, Trump Says.” Also mentions how Biden could never do this. **Engagement = 365.3K**

2 out of the 3 spikes for Joe Biden are articles supporting Donald Trump.

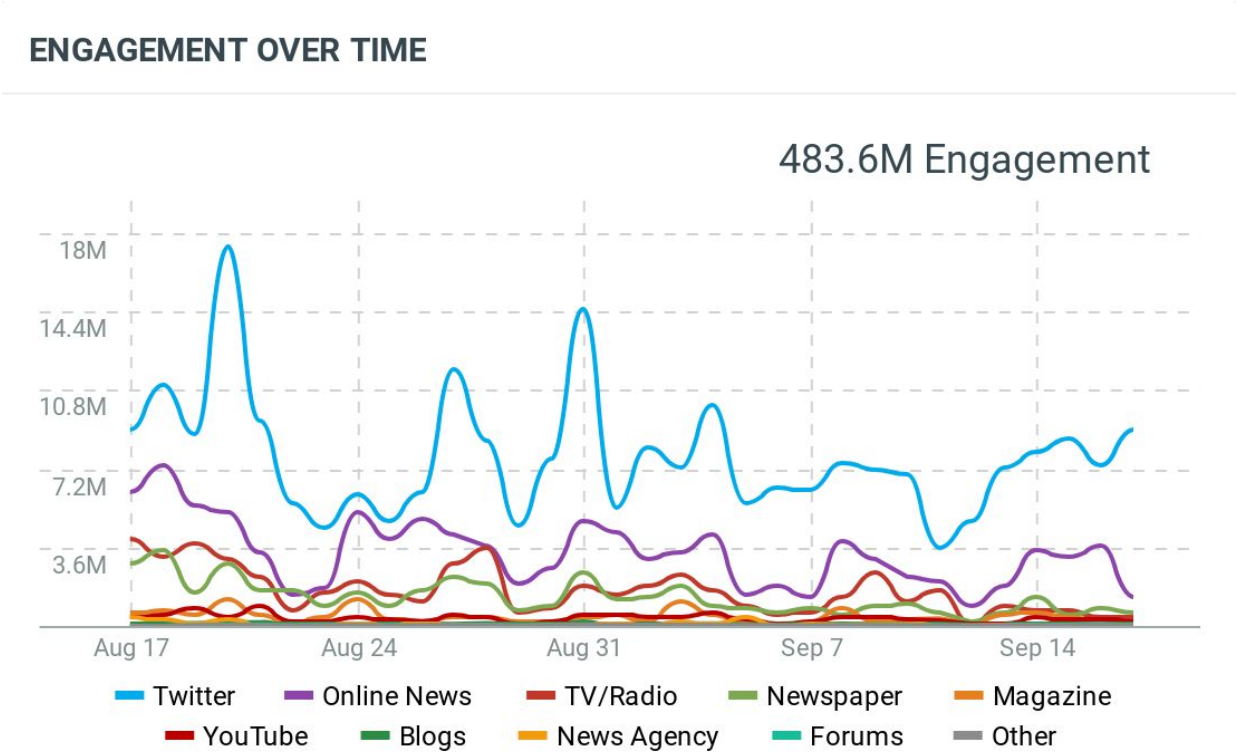
All mentions of Joe Biden



Specifically in regards to @JoeBiden

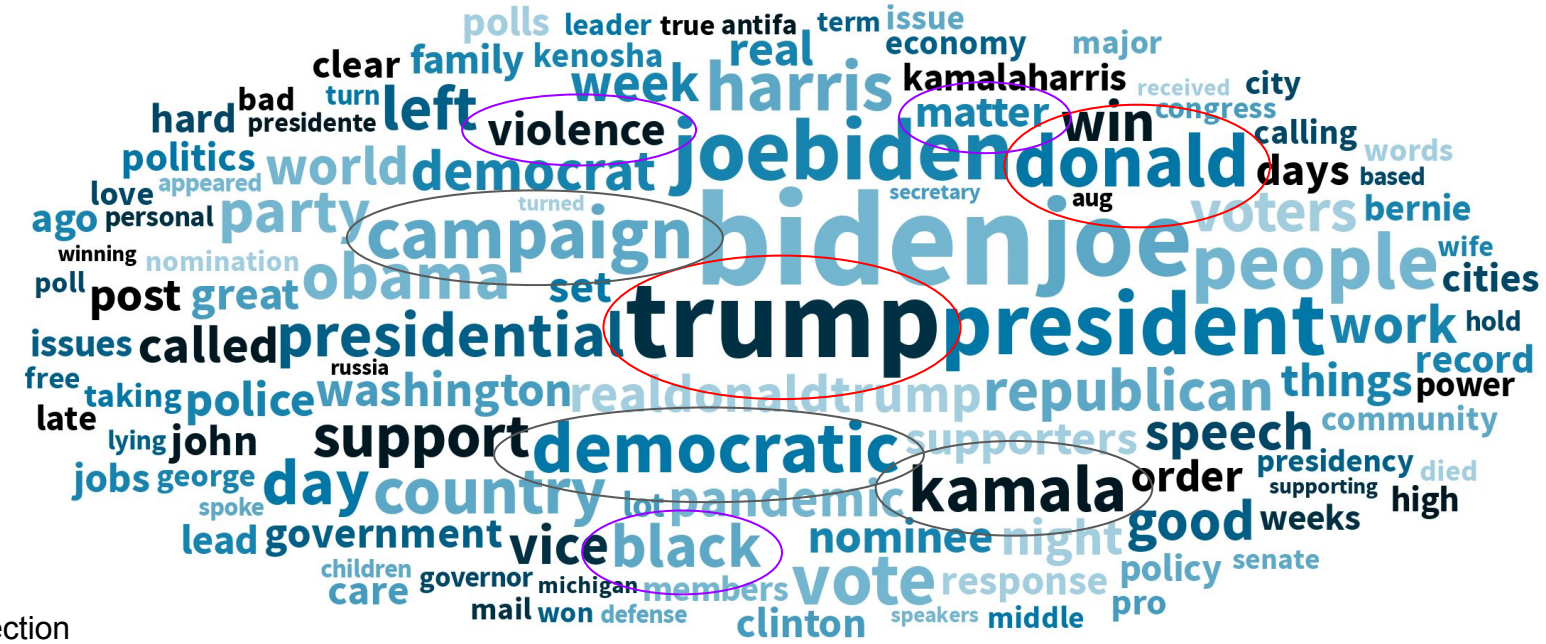
‘Biden’ as a word receives significantly more attention than the Biden twitter handle. People are talking more about him than they’re talking to him.

Media Types



Most of his chat comes from Twitter, but his second most engaged forum is online news writing about him.

Themes

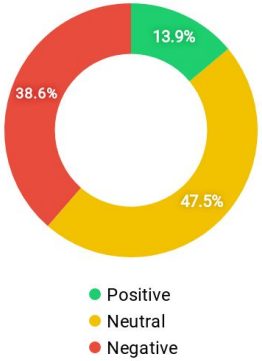


- Election
- Trump
- Social Issues

The biggest themes surrounding Joe Biden are around the US election and Donald Trump.

Influencers

UNIQUE AUTHORS BY SENTIMENT



The top positive sentiment influencer for Joe Biden is Republicans For Biden. However, the top negative sentiment influencer is also Republicans For Biden.

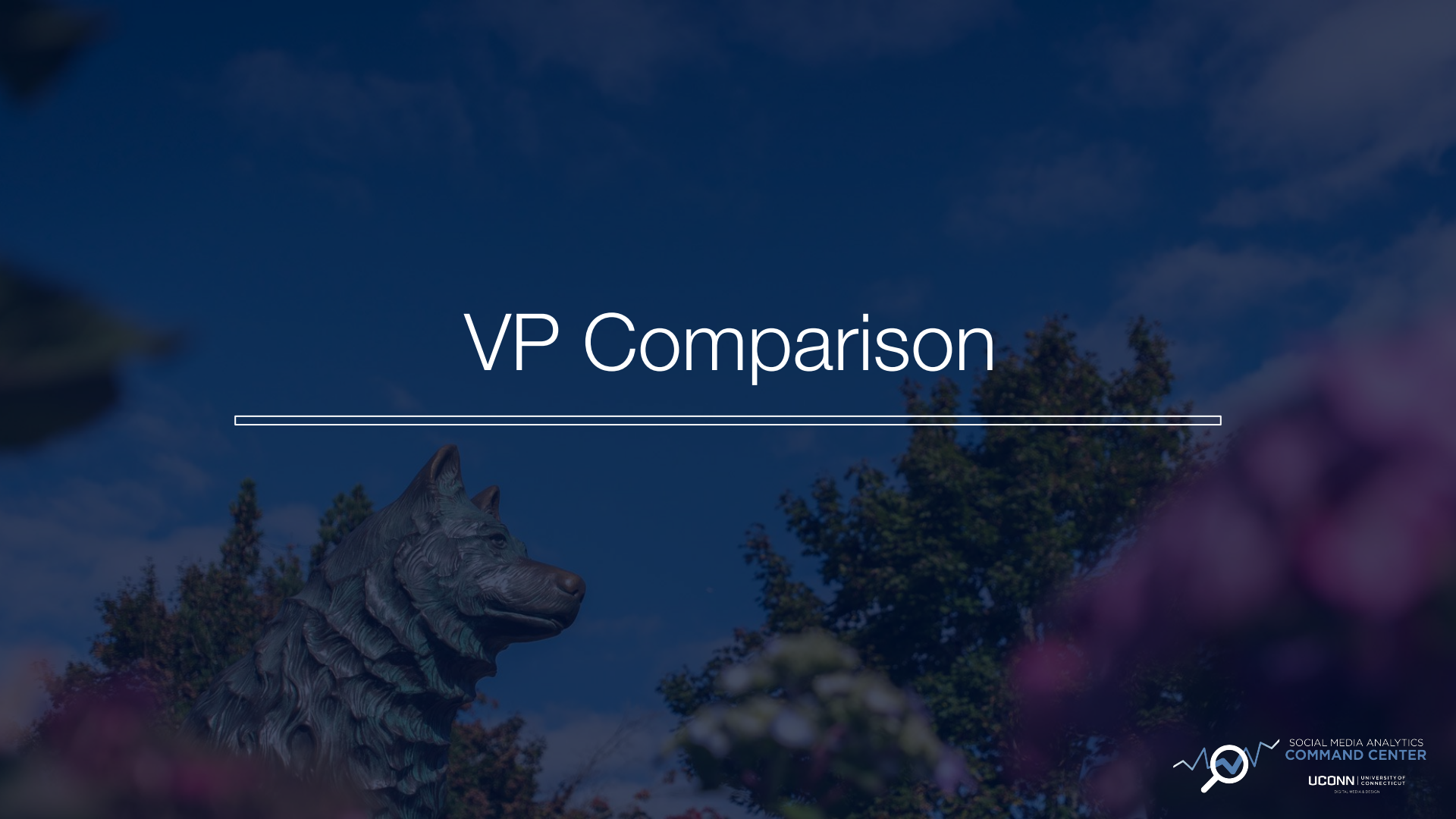
TOP INFLUENCERS – POSITIVE

Influencer	Network	Posts	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
Republican... @RepsForBid...		282 ↗8.9%		30.2M ↗39.3%	107K ↗27.9%	352.1K ↗18.7%	1.2K ↗9%
Juandiego @jjdpower1970		144 ↗7.1K%		576.8K ↗11.4K%	4K ↗59.5%	7.5K ↗25K%	52.4 ↗249.1%
2020 #D... @DemConven...		126 ↗1.7K%		13.1M ↗2.5K%	103.6K ↗42.6%	205.3K ↗7.6K%	1.6K ↗325.9%
Joe Biden @JoeBiden		125 ↗45.3%		1.2B ↗57.1%	9.4M ↗8.1%	8.1M ↙-13.6%	65.1K ↙-40.6%
Teresa Smith @VoteBlueUS		100 ↗122.2%		630K ↗336.9%	6.3K ↗96.6%	13.6K ↙-31.5%	136.2 ↙-69.2%
Monica 💙 ... @VoteBluePA		98 ↗104.2%		703.7K ↗275.8%	7.2K ↗84.1%	27.2K ↗139.3%	277.3 ↗17.2%
WomenFor... @Women4Bid...		96 ↗77.8%		4.8M ↗294.8%	50.3K ↗122.1%	31.2K ↗101.4%	325.4 ↗13.3%

TOP INFLUENCERS – NEGATIVE

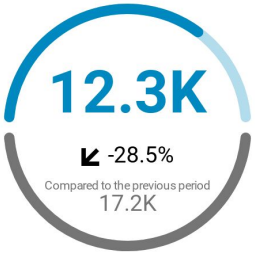
Influencer	Network	Posts	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
Republican... @RepsForBid...		569 ↗10.3%		62.5M ↗47.9%	109.9K ↗34.1%	705.5K ↗35.2%	1.2K ↗22.6%
The Hill @thehill		413 ↗72.8%		1.6B ↗74.7%	3.9M ↗1.1%	185.2K ↗134.2%	448.4 ↗35.6%
Trump ... @TrumpWarR...		309 ↗7.7%		248M ↗15.8%	802.5K ↗7.6%	829.5K	2.7K ↙-7.2%
Abigail Mar... @abigailmaro...		278 ↗270.7%		9.7M ↗400.9%	34.9K ↗35.1%	124.8K ↗793.7%	448.9 ↗141.1%
Washing... @dcexaminer		274 ↗66.1%		72M ↗70.3%	262.9K ↗2.6%	33.4K ↙-25.6%	122 ↙-55.2%
Nestor "the ... @soloyochapin		231		2M ↗9.9%	8.6K ↗9.9%	88.7K ↙-25.1%	383.9 ↙-25.1%
constitution... ussanews.com		218 ↗92.9%		15.6M ↗92.9%	71.4K	759 ↗110.2%	3.5 ↗9%

VP Comparison

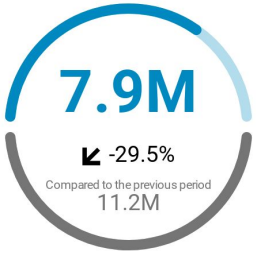


Kamala Harris

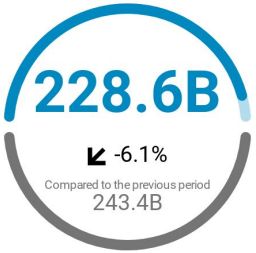
MENTIONS



ENGAGEMENT

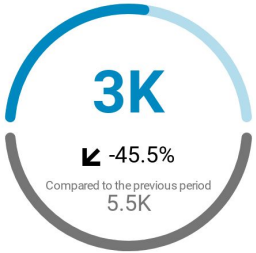


POTENTIAL REACH

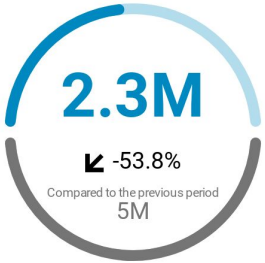


Mike Pence

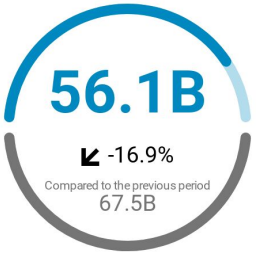
MENTIONS



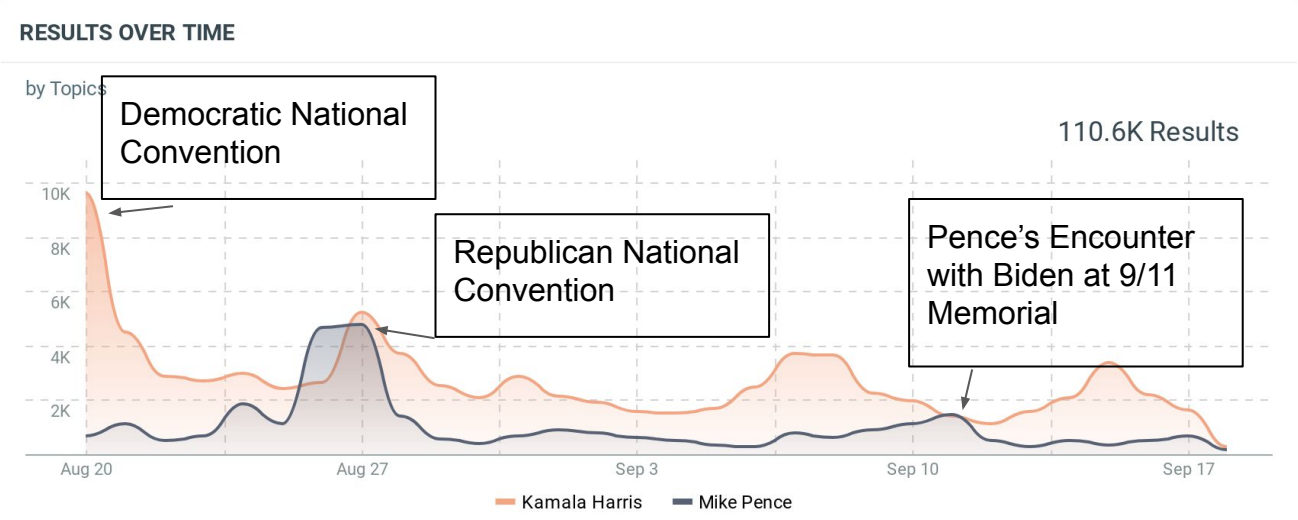
ENGAGEMENT

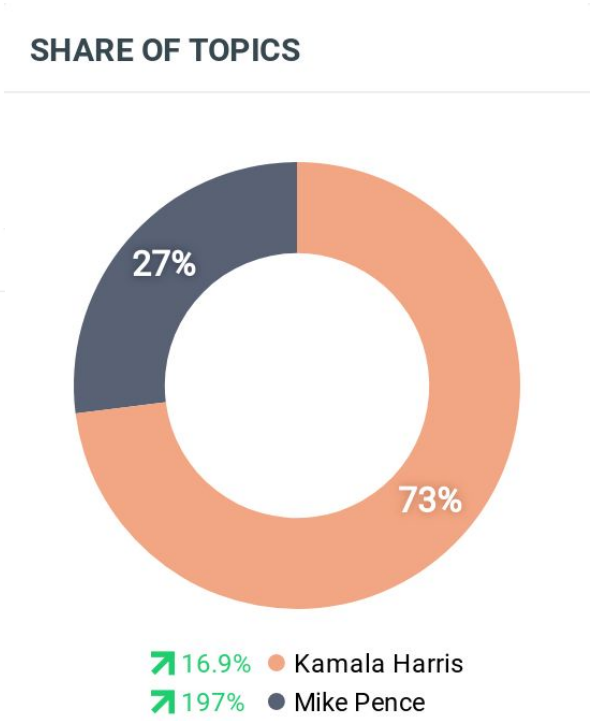


POTENTIAL REACH

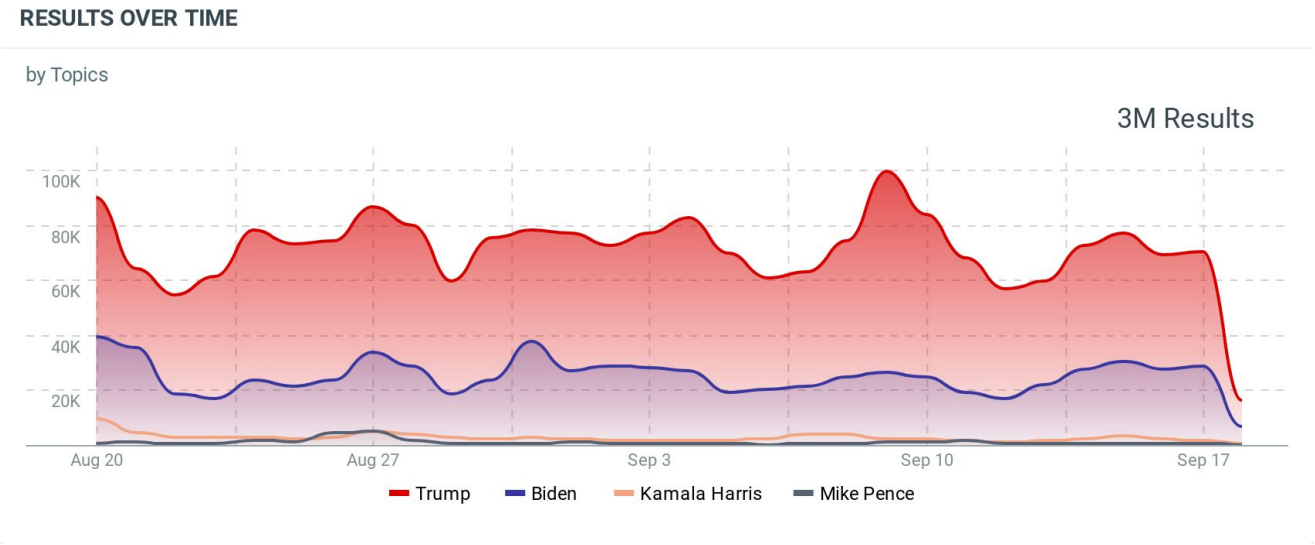


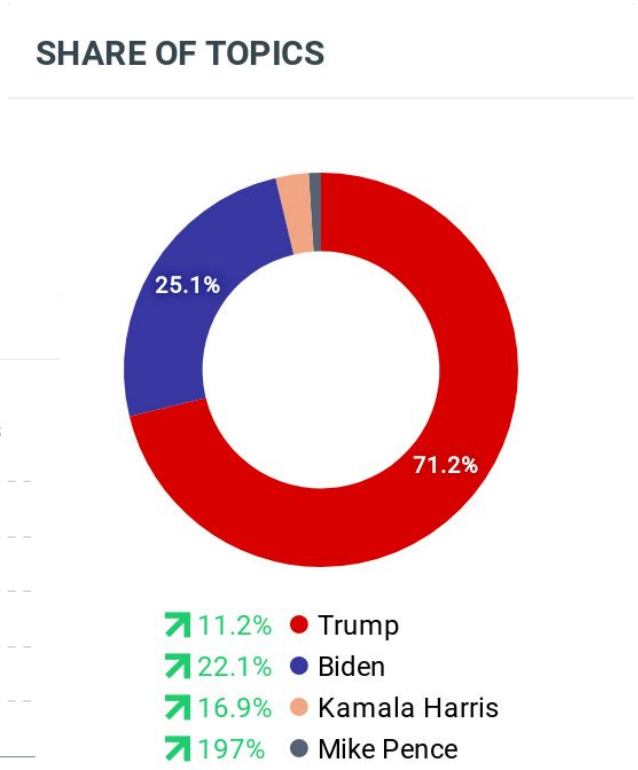
Share of Topics Over the Last 30 Days



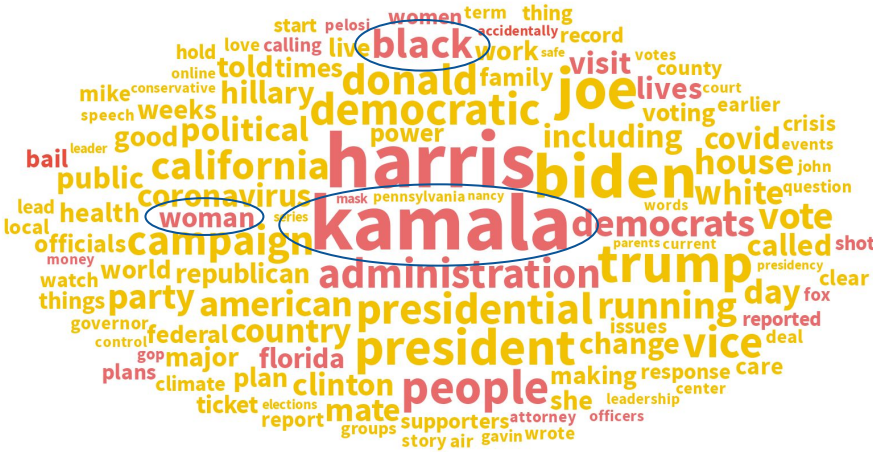


Share of Topics Over the Last 30 Days Including Biden and Trump

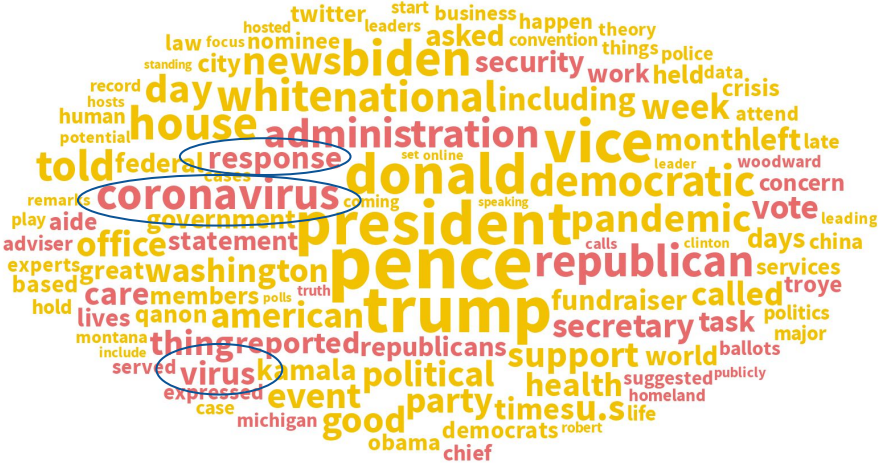




Kamala Harris



Mike Pence



While both candidates have a mix of neutral and negative sentiment Pence's negative sentiment consist of keywords that describe policy or performance. Harris's negative sentiment is far more personal.

Overall Insights

- Donald Trump and Joe Biden have both seen spikes in the last month in all metrics. However, the conversation surrounding Donald Trump is much greater when looking at all metrics.
- In the VP Conversation Pence's themes involve policies and are performance driven but Kamala Harris' themes are about gender and race.
- 2 out of the 3 spikes in conversation for Joe Biden are articles supporting Donald Trump. Even when the conversation is about Joe Biden, it is centered around Trump and what he is doing with the issues or ideas.
- The majority of sentiment regarding Joe Biden comes from Repubican influencers, once again displaying that the conservative voices are dominating the presidential conversation on social media
- Kamala Harris is dominating Mike Pence on social conversation